

# PASSPORT USER GUIDE



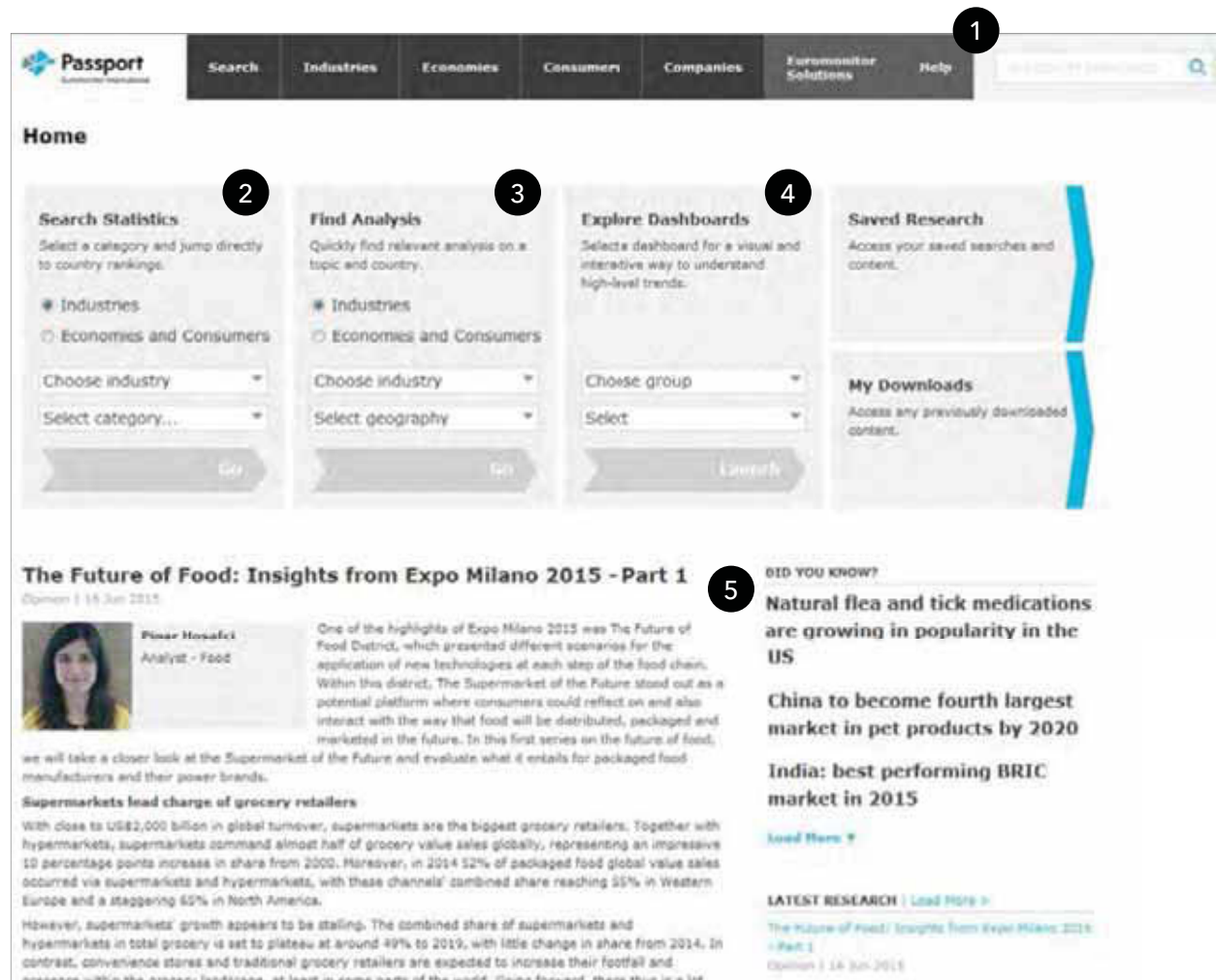
Euromonitor International's Passport is an integrated online database, providing business intelligence on industries, economies and consumers. Its simple-to-use interface makes it easy to find relevant research.

This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.



# The Homepage

Passport Home provides an overview of the latest information for industries, economies, consumers and more.



- 1 **GLOBAL MENU**
  - » **Search:** Create detailed custom searches to access specific information in Passport
  - » **Industries:** Find statistics and analysis for each industry we research
  - » **Economies:** Access global economic, demographic and marketing statistics
  - » **Consumers:** Learn about consumer trends, demographics and preferences
  - » **Companies:** Gain insight into company performance and competitor analytics
  - » **Euromonitor Solutions:** Find answers for your custom research needs
  - » **Help:** Access help videos, FAQ, definitions, methodology information and more

- 2 **SEARCH STATISTICS**
  - » Jump to a high-level statistical view of top countries by industry or topic

- 3 **FIND ANALYSIS**
  - » Select a category or topic to quickly go to a full list of all relevant analysis

- 4 **EXPLORE DASHBOARDS**
  - » Visually explore an industry and understand large data sets

- 5 **WHAT'S NEW**
  - » Read the latest articles written by our expert analysts

# Searching for Data

Passport's powerful search capabilities allow you to find information quickly.

The screenshot shows the Passport search interface. At the top is a navigation bar with links: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. Below this is the 'Search' section with the subtext 'Create new detailed custom queries, quickly jump to specific data, or access recent and/or saved searches.' There are two main sections: 'SEARCH ALL PASSPORT CONTENT' (callout 1) and 'SEE DATA NOW - QUICK MARKET STATISTICS' (callout 2). The 'SEARCH ALL PASSPORT CONTENT' section has a text input field labeled 'CATEGORIES AND TOPICS' and a 'Start' button. The 'SEE DATA NOW - QUICK MARKET STATISTICS' section has two input fields: 'Add Categories and/or Topics (maximum of 15)' with 'Alcoholic Drinks (Alcoholic Drinks)' entered, and 'Add Geographies (maximum of 15)' with 'China' entered. A 'See Data Now' button is at the bottom. To the right of the search sections are two tabs: 'RECENT SEARCHES' (callout 3) and 'SAVED SEARCHES' (callout 4). The 'RECENT SEARCHES' tab shows a search for 'Alc Drinks, Fresh Food' with a date of '18 JUN 2013'.

- 1 **SEARCH ALL PASSPORT CONTENT**
  - » Build a search based on industry categories, city data, companies or brand names, nutrition or survey topics
- 2 **SEE DATA NOW**
  - » Access statistics for your search parameters, including: market sizes, brand and company shares, distribution, pricing and more
- 3 **RECENT SEARCHES**
  - » View your history to replicate past searches
- 4 **SAVED SEARCHES**
  - » Refer to your saved searches in this tab

# Searching for Data

Explore the category search hierarchy and select geographies.

- 1 **CATEGORIES AND TOPICS**
  - » Drill down into an industry to select subcategories
  - » Click the blue ">" to expand a category or subcategory
  - » Click the "i" to view the category's definition
  - » Erase a category by clicking the corresponding "x" in the Categories and Topics tab
- 2 **TYPE A SPECIFIC CATEGORY**
  - » Filter by a specific category or topic by typing in the search box
- 3 **CHANGE SUBCATEGORIES QUICKLY**
  - » Click the drop-downs in this bar to select any subcategory in your subscription
- 4 **SELECT ALL SUBCATEGORIES**
  - » Click the hierarchy button to add all subcategories of the selected category to your search
- 5 **NOW CHOOSE GEOGRAPHIES**
  - » Click the Geographies tab or blue "Next" button to select geographies for your search

# Searching for Data

The screenshot shows the Passport search interface. At the top is a navigation bar with links: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. Below this is a section titled "Search: Categories and Topics" with a sub-header: "To build your query select your categories and/or topics or drill down to view and select its sub-items. Once a category or topic has been added, add a geographic location then start the search." The main search area has two tabs: "CATEGORIES AND TOPICS (4)" and "GEOGRAPHIES (4)". The "GEOGRAPHIES (4)" tab is active, showing a list of selected geographies: World, Anguilla, Dominican Republic, and Nicaragua, with a "Clear All" button. A "Search" button is also present. Below the tabs, there are two input fields: "Type a specific geography to filter the available items" (labeled 2) and "Select a Predefined Geography list" (labeled 3). The "You Are Here" bar (labeled 4) shows the current selection path: "Geographies" > "LATIN AMERICA". Below this, a grid of checkboxes lists various countries and regions, including Anguilla, Cuba, Mexico, Antigua, Curacao, Nicaragua, Argentina, Dominica, Panama, Aruba, Dominican Republic, and Paraguay. A "Select All" checkbox is also present (labeled 1).

- 1 **GEOGRAPHY HIERARCHY**
  - » Select a single region or drill down to select countries
  - » Click the blue ">" to expand a region or country
  - » Erase a selection by clicking the corresponding "x" in the Geographies tab
- 2 **TYPE A SPECIFIC GEOGRAPHY**
  - » Filter by a specific geography by typing in the search box
- 3 **SELECT A PREDEFINED LIST**
  - » Click to see a drop-down list of predefined regions or countries
- 4 **CHANGE GEOGRAPHIES QUICKLY**
  - » Click the drop-downs in this bar to jump to a geography in your subscription
- 5 **RUN SEARCH**
  - » Click to see a list of all statistics and analysis related to your search parameters

# Understanding the Results Page

The Results Page contains the data matching your search criteria. View data and analysis or create a personalised results list.

The screenshot shows the Passport Results Page. At the top, a navigation bar includes 'Search', 'Industries', 'Economies', 'Consumers', 'Companies', 'Euromonitor Solutions', and 'Help'. Below this, a search bar contains the text 'Alcoholic Drinks in China'. A callout '1' points to the search bar. Below the search bar, a box displays 'You searched for:' with 'CATEGORIES AND TOPICS (1): Alcoholic Drinks' and 'GEOGRAPHIES (2): World, China'. Callout '2' points to the 'POPULAR STATISTICS' section, which includes 'Market Sizes', 'Company Shares', 'Brand Shares', 'Distribution', and 'Pricing'. Callout '3' points to the 'ANALYSIS' section, which includes 'Alcoholic Drinks in China' and 'Alcoholic Drinks 2015: New Insights and System Refresher'. Callout '4' points to the 'FILTER ANALYSIS (0)' button. The 'ANALYSIS' section also includes a 'SORT RESULTS' button.

## 1 RESULTS

- » Review your selected Categories and Topics or Geographies
- » Click Modify Search to navigate back to the search hierarchy and modify selections
- » Click Save Search to add the current search to your saved searches

## 2 VIEW DATA

- » Select popular statistics, such as: market sizes, company shares, brand shares or distribution
- » Access data by off-trade vs on-trade or products by ingredient

## 3 VIEW ANALYSIS

- » View global, strategy and industry briefings, datagraphics, opinions and other relevant articles

## 4 FILTER RESULTS

- » Filter analysis results by category, geography, content types or other information sources



# Using Statistics

The screenshot shows the Passport Statistics web application. The interface includes a top navigation bar with tabs for Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. The main content area is titled 'Statistics' and features a sidebar on the left with various controls. Four numbered callouts highlight specific features:

- 1** Points to the 'Convert Data' section in the sidebar, which includes options for Unit type, Volume conversion, Unit multiplier, Growth (Year-on-year growth (%), Period growth, Growth index), and Change Time Series.
- 2** Points to the 'Change Categories' section in the sidebar, which includes options for Change Data Types, Change Categories, and Change Geographies.
- 3** Points to the 'Change Geographies' section in the sidebar, which includes a list of regions: World, Asia Pacific, Australasia, Eastern Europe, Latin America, Middle East and Africa, and North America.
- 4** Points to the 'More Results' section in the sidebar, which includes options for Market Size and Company Shares.

The main content area displays a table titled 'Distribution | Historic | Off-trade Volume | % breakdown'. The table has columns for 'Change View', 'Alcoholic Drinks', and years from 2009 to 2014. The table lists various retail categories and their corresponding volume percentages over time.

Change View	Alcoholic Drinks	2009	2010	2011	2012	2013	2014
World							
SA	Store-Based Retailing	99.2	99.2	99.0	98.9	98.8	98.6
SA	Grocery Retailers	87.0	86.9	86.7	86.7	86.7	86.6
SA	Discounters	3.7	3.7	3.8	3.9	3.9	4.0
SA	Food/drink/tobacco specialists	19.7	19.5	19.2	19.2	19.5	19.8
SA	Hypermarkets	11.3	11.5	11.7	11.9	12.3	12.0
SA	Small Grocery Retailers	30.6	30.2	29.6	29.3	30.0	29.6
SA	Convenience Stores	5.6	5.3	5.4	5.3	5.7	5.0
SA	Forecourt Retailers	2.5	2.4	2.3	2.3	2.3	2.2
SA	Independent Small Grocers	22.5	22.4	21.8	21.5	22.0	21.5
SA	Supermarkets	23.4	24.0	24.7	25.0	25.6	25.8
SA	Other Grocery Retailers	8.5	7.9	7.8	7.4	5.3	4.9
SA	Non-Grocery Retailers	2.2	2.3	2.3	2.3	2.1	2.0
SA	Parapharmacies/Drugstores	0.4	0.4	0.4	0.4	0.4	0.4
SA	Mixed Retailers	1.8	1.9	1.9	1.9	1.7	1.6
SA	Department Stores	0.2	0.2	0.2	0.2	0.2	0.2
SA	Mass Merchandisers	1.2	1.3	1.3	1.2	1.1	1.0
SA	Variety Stores	0.1	0.1	0.1	0.1	0.1	0.1
SA	Warehouse Clubs	0.2	0.3	0.3	0.3	0.3	0.3
SA	Other Non-Grocery	0.0	0.0	0.0	0.0	0.0	0.0

- 1 OUTPUT DATA**
  - » Export the data to Excel\* or PDF, print it or save it to the Saved Research section (\*includes Export to My Downloads)
- 2 CONVERT DATA**
  - » Use these controls to change your data:
    - » Change the currency
    - » Switch current value data (nominal) to constant value data (real)
    - » Change unit multipliers or volume conversion
    - » Find growth
- 3 DATA CONTROLS**
  - » Use these controls to change the data type, time period, categories and geographies
- 4 MORE RESULTS**
  - » Access related sets of statistics, such as company shares, brand shares and distribution

# Understanding Analysis

Depending on the type of results you selected, there are a number of ways you can navigate and output your analysis easily.

- 1 **OUTPUT OPTIONS**
  - » Export the report to PDF, print it or save it to the Saved Research section
- 2 **TABLE OF CONTENTS**
  - » Easily navigate to different areas of the report
- 3 **RELATED REPORTS**
  - » Access complete versions of related reports with extra analysis
- 4 **MORE RELATED ITEMS**
  - » Access supporting statistics, industry reports, company profiles, articles and other analysis

The screenshot shows the Passport website interface. At the top, there is a navigation bar with links: Search, Industries, Economies, Consumers, Companies, Euromonitor Solutions, and Help. Below this, the main header reads 'Analysis' with a 'Back To Results' button. The left sidebar contains a 'Table Of Contents' with sections: 1. EXECUTIVE SUMMARY, 1.1 Demand Factors, 1.2 Consumer Market Trends, 1.3 Company Developments, 1.4 Retail Developments Outlook, 2. INTRODUCTION AND OVERVIEW, 2.1 Definitions, 2.2 Historical Development of the EU, 2.3 EU Goals and Entry Criteria, 2.4 Entry to the Euro-Zone, 3. SOCIOECONOMIC, Related Statistics, View Statistics, Related Industry Reports, Related Articles, and More Related Items. The main content area displays the report title 'The New Europe: Marketing Opportunities in the Enlarged EU' with a subtitle 'Strategy Briefing | 30 May 2007'. Below the title is the section '1. EXECUTIVE SUMMARY' and '1.1 Demand Factors'. The text under '1.1 Demand Factors' includes bullet points: 'The so-called EU-8 (Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia), which joined the EU in May 2004, offer significant growth opportunities for companies faced with stagnating sales in Western Europe and North America.', 'The newly acceded countries - Bulgaria and Romania - which joined on 1 January 2007, are less developed than the EU-8 but offer plenty of long-term growth potential.', 'The main goals of the EU are to lower trade barriers, adopt a common currency, and move towards convergence of living standards. So far, however, among the EU-8 only Slovenia has adopted the euro.', 'EU entry has had a positive effect on all the EU-8 countries' economies, boosting domestic demand by increasing market opportunities, and bringing about new and favourable borrowing conditions, as well as raising EU funding.', 'The new members are expected to contribute most to the future growth of the EU economy, since many of the older economies are sluggish. The new member states currently have below-average total GDP, but are experiencing strong growth.', 'In US dollar terms, Poland has by far the highest total GDP of the EU-8 and newly acceded countries, at US\$302.6 billion in 2005, reflecting its large population. However, in per capita terms, Slovenia had the highest level of GDP, at US\$17,016.', 'The Czech Republic and Hungary are also relatively well developed, and ranked second and third, respectively, both in terms of total GDP and per capita expenditure in 2005.', 'The Baltic states achieved the strongest GDP growth over the 2000-2005 period, but their economies now risk overheating as growth is pushing up inflation.', 'Average disposable income rose strongly throughout the region over the 2000-2005 period, and were highest in Slovenia. Average incomes more than doubled in Slovakia, Bulgaria, Hungary, Romania and the Czech Republic between 2000 and 2005.', 'Declining populations are a problem throughout the New Europe, especially in Bulgaria and the Baltic states. This is the result of a combination of low birth rates, high death rates and economic migration.', 'The EU-8 members have seen an exodus of workers looking for higher pay and better job opportunities in the western EU member states, which has caused something of a brain drain, especially



# Industry Pages

Access the latest research on a select industry.

The screenshot displays the Passport industry page for 'Alcoholic Drinks'. The page features a top navigation bar with links to Search, Industries, Economics, Consumers, Companies, Euromonitor Solutions, and Help. Below the navigation bar, the page is divided into several sections:

- SEARCH TREE:** A dropdown menu for 'Alcoholic Drinks' with a 'Go' button.
- ANALYSIS FINDER:** A section with dropdowns for 'Latest Analysis' and 'All Geographies', each with a 'Go' button.
- RANK COUNTRIES:** A section with a dropdown for 'Alcoholic Drinks', a 'Size' dropdown, and a 'Forecast' dropdown, each with a 'Go' button.
- RANK CATEGORIES:** A section with a dropdown for 'World', a 'Size' dropdown, and a 'Forecast' dropdown, each with a 'Go' button.
- REVIEW TOP COMPANIES:** A section with a dropdown for 'Cia Cervecerias Unidas' and a 'Go' button.
- DASHBOARDS:** A section with a circular graphic and the text 'DASHBOARDS VISUALISE DATA'.

Below the navigation bar, the page displays a 'Global Briefing' section titled 'Alcoholic Drinks 2015: New Insights and System Refresher' with a 'Read more' link. Below this, there is a 'The Growth in Popularity of Craft Beer in New Zealand' section with a video player and a 'Load More' link. On the right side, there is a 'DID YOU KNOW?' section with three bullet points: 'Less of the old, more of the new - changing global dynamics in cider/perry', 'Flavoured/mixed lager outperforming standard lager in Europe', and 'Martell suffers most with Chinese cognac decline'. Below this, there is a 'MARKETS OF THE FUTURE REPORTS' section with a 'Select geography...' dropdown and a 'Go' button.

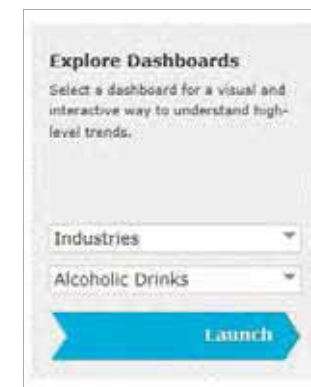
- 1 **SEARCH STATISTICS**
  - » Quickly access relevant sections within the search hierarchy
- 2 **ANALYSIS FINDER**
  - » Find all analysis related to your topic by type and geography
- 3 **RANK COUNTRIES**
  - » Jump to a high-level statistical view of top countries by topic
- 4 **RANK CATEGORIES**
  - » Examine the top categories of the industry by geography
- 5 **REVIEW TOP COMPANIES**
  - » Access geographic research and market shares for leading companies in the specified industry
- 6 **DASHBOARDS**
  - » Visually explore the industry and quickly understand large data sets

## Visual Overviews

Passport's interactive Dashboards allow you to visually explore category, company and channel data for an industry or dive deeper into consumer trends using our economic, socioeconomic and demographic data.



### FROM THE HOME PAGE



- » Access Dashboards by selecting a group and, if necessary, an industry in the drop downs and then clicking "Launch"

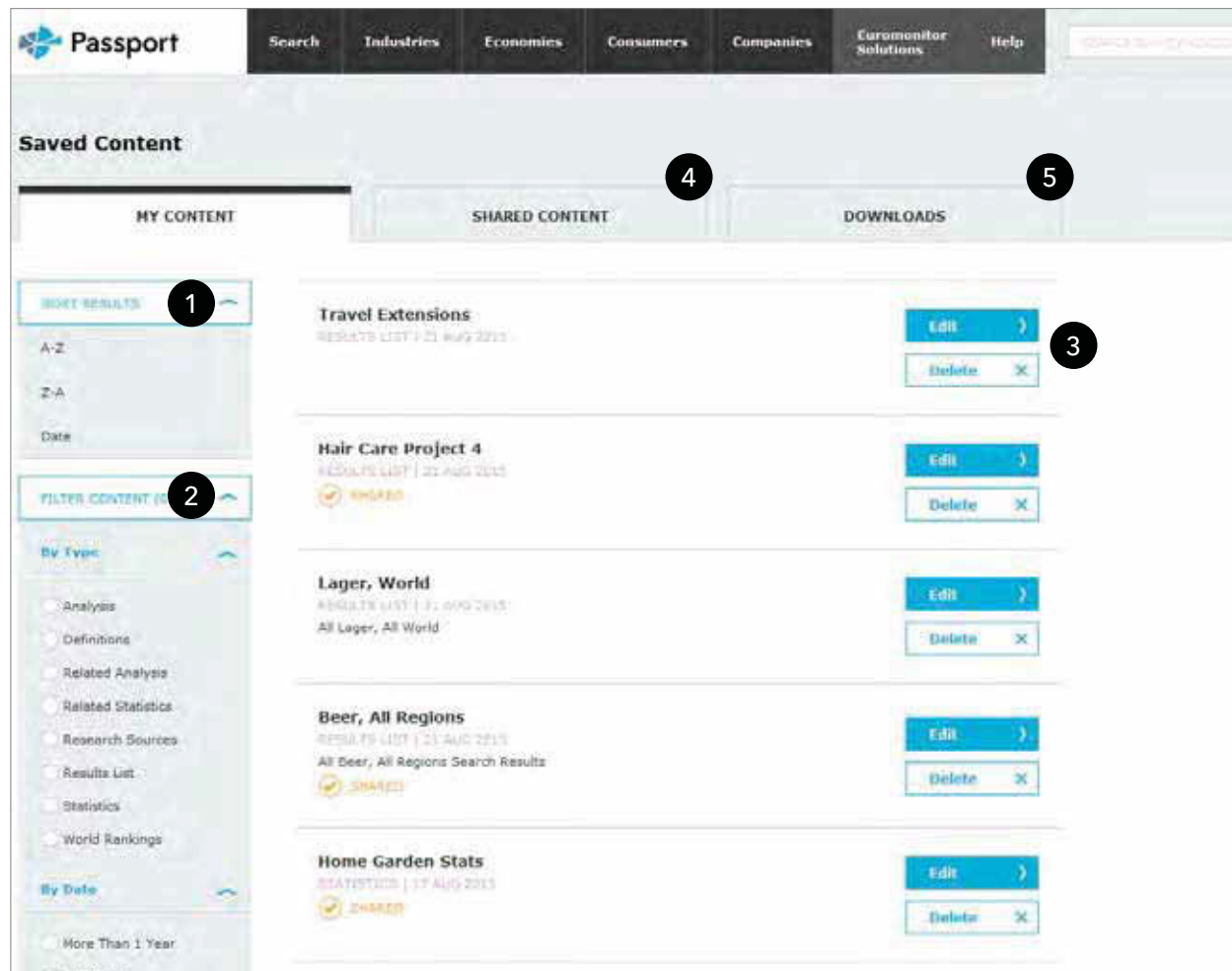
### FROM THE INDUSTRY PAGES



- » Access Dashboards by selecting an industry in the drop down and then clicking "Go"

# Saved Content

Access your saved content, content shared with you by other users and recent downloads.



- 1 **SORT RESULTS**
  - » Sort your results by titles alphabetically or by date saved
- 2 **FILTER CONTENT**
  - » Filter your results by content type and date published
- 3 **EDIT AND DELETE**
  - » Edit and delete content in the Saved Content section
- 4 **SHARED CONTENT**
  - » Access content shared with you by other users in your subscription
- 5 **DOWNLOADS**
  - » Access content you have previously downloaded

## Connect with Euromonitor



### CONNECT WITH US



Follow us to gain exclusive access to:

- » Videocasts
- » Podcasts
- » Webinars
- » Industry news and facts
- » Industry events
- » Customer service
- » Contests
- » Datagraphics

### MORE INFORMATION

Log into Passport to reach your account manager or email

[Passport@Euromonitor.com](mailto:Passport@Euromonitor.com).